

CLAIMS

1. A method for selling confectionery, where the confectionery is combined with a package and is combined with information chosen among news, entertainment and advertising, in which package the confectionery is contained and on which package the information is provided, and where said package is provided with at least one outer surface and at least one inner surface (401, 402) , the at least one outer surface of said package at least comprising information relating to the confectionery in the package and a substantial part of the inner surface (401, 402) of said package at least comprising further information () not relating to the confectionery, where the further information not related to the confectionery may vary among a number of packages, and where the combination of the confectionery and the package and the information is being purchased, the package is closed so that the inner surface is not visually accessible,
2. A method according to claim 1, where the combination of the confectionery and the package and the information is purchased by a consumer based on a primary condition being to obtain the information not related to the confectionery.
3. A method for providing information, where the information is chosen among news, entertainment and advertising and is combined with a package and is combined with a confectionery, in which package the confectionery is contained, and on which package the information is provided, and where said package is provided with an outer surface and an inner surface the outer surface of said package at least comprising information related to the confectionery in the package and a substantial part of the inner surface of said package at least comprising information not related to the confectionery, where the information not related to the confectionery is different among a number of packages, and when the combination of the confectionery and the package and the information is being purchased, the package is closed so that the inner surface is not visually accessible.

4. A method according to claim 3, where the combination of the confectionery and the package and the information is purchased by a consumer based on a primary condition being to obtain the information not related to the confectionery.

5. A method for selling advertisement, where the information comprises a number of advertisements and is combined with a package and is combined with a confectionery, in which package the confectionery is contained, and on which package the information is provided, and where said package is provided with an outer surface and an inner surface, the outer surface of said package at least comprising information related to the confectionery in the package and a substantial part of the inner surface of said package at least comprising the number of advertisements, said advertisements not being related to the confectionery, where the number of advertisements not related to the confectionery optionally is different among a number of packages, and when the combination of the confectionery and the package and the information is being purchased, the package is closed so that the inner surface is not visually accessible.

6. A method according to any of claims 1-5 where the information related to the confectionery is information provided by a supplier of the confectionery, where the information not related to the confectionery is information provided by a supplier of other products or services than the confectionery, and where the costs of at least manufacturing the package, preferably also the costs of distributing the package, is paid by the supplier of the other products or services.

7. A package, where said package is intended for containing confectionery and where said package is provided with an outer surface and an inner surface, the outer surface of said package at least comprising information related to the confectionery intended to be contained in the package and the inner surface of said package at least comprising information not related to the confectionery, and where the information not related to the confectionery at least comprises information chosen among information on news, entertainment and advertising.

8. A package according to claim 7, where the information related to the confectionery at least comprises the trade name of the confectionery, preferably also comprises trademarks and other trade features related to the confectionery.

9. A package according to claim 7 or claim 8, where the information related to the confectionery also comprises information as demanded by law concerning ingredients and the like information on the confectionery.

10. A package according to any of claims 7-9, where the information not related to the confectionery is chosen among information on news, entertainment and advertising in certain fields of interests, said information being on sport, on music, on fashion, on games, on film, on news, on health, on communication, on education, on jobs, on love, on travel, on stars and on party.

11. A package according to any of claims 7-10, where the information on the outer surface of the package also comprises information related to the information on the inner surface not related to the confectionery so that the outer surface of the package also comprises information not related to the confectionery and being related to the said information on the inner surface.

12. A package according to any of claims 7-11, where the information on one of the surfaces, preferably on the inner surface, comprises information not related to the confectionery, and also comprises additional information related to the information not related to the confectionery, said additional information related to other media of information than the package.

13. A package according to any of claims 7-12, where the information on one of the surfaces, preferably on the inner surface, comprises information related to the confectionery, and also comprises additional information not related to the information

related to the confectionery, said additional information related to other media sources of information than the package.

14. A package according to claim 11 or claim 13, where the other media sources of information is chosen among specific media sources of information such as newspapers, printed magazines, posters, electronic magazines, television, radio, electronic web-sites 5 and electronic wap-sites.

15. A package according to any of claims 7-14, where the information on one of the surfaces, preferably on the outer surface, comprises information not related to the confectionery, and also comprises additional information related to the information not D related to the confectionery, said additional information related to certain fields of interest.

16. A package according to claim 15, where the information not related to the confectionery is chosen among information on news, entertainment and advertising in certain fields of interests, said information being on sport, on music, on fashion, on games, on film, on news, on health, on communication, on education, on jobs, on love, on travel, on famous people and on party.

17. A package according to any of claims 7-16, where the package is made of paper or cardboard, where the confectionery is chewing gum, where at least part of the information related to the confectionery is provided by printing the information on the outer surface of the package, and where at least part of the information not related to the confectionery is provided by printing on the inner surface of the package.

18. A package according to any of claims 7-16, where the package is made of plastic such as polyethylene or polypropylene, where the confectionery is chewing gum, where at least part of the information related to the confectionery is provided by printing on the outer surface of the package, and where at least part of the information not related to the confectionery is provided by printing on the inner surface of the package.

19. A package according to any of claims 7-16, where the package is made of plastic such as polyethylene or polypropylene, where the confectionery is chewing gum, where at least part of the information related to the confectionery is provided by printing on a label secured to the outer surface of the package, and where at least part of the information not related to the confectionery is provided by printing on a label secured to the inner surface of the package.

20. A package according to any of claims 17-19, where the information related to the confectionery and being provided on the outer surface of the package, at least contains information on the possible sweetening agent in the chewing gum and preferably also on other possible additives in the chewing gum

21. A package according to any of claims 17-19, where the information not related to the confectionery and being provided on the inner surface of the package, at least contains information directed towards fields of interest of youth from 10-15 to 20-25 years of age, preferably from 13 to 23 years of age, such as sport, music, film, education, transportation, health and electronic products.

22. A package according to any of claims 17-19, where the information not related to the confectionery and being provided on the inner surface of the package, at least contains information directed towards fields of interest of mid-aged from 20-25 to 40-50 years of age, preferably from 23 to 40 years of age, such as sport, music, film, news, holidays, cars, health, babies and children and electronic products.

23. A package according to any of claims 17-19, where the information not related to the confectionery and being provided on the inner surface of the package, at least contains information directed towards fields of interest of elderly from 40-50 years of age or older, preferably from 40 years of age and older, such as music, history, news, holidays, cars and electronic products.

24. A package according to any of claims 7-23, where the package consists of a number of Integrated plane panels, said panels being divided by folding lines and being intended for mutually folding along the folding lines, and a number of said panels being provided with a first surface intended as an outer surface of the panels when the panels are mutually folded and a second surface intended as an inner surface when the panels are mutually folded, and where a pocket is provided by the panels at least when the panels are mutually folded, said pocket being intended for containing the confectionery.

25. A package according to any of claims 7-23, where the package consists of a number of sides of a box, said sides being divided by folding lines and being mutually folded in order to form the box, and a number of said sides being provided with a first surface intended as an outer surface of the sides when the sides are folded to form the box and a second surface intended as an inner surface when the sides are mutually folded to form the box, and where the box is provided by the sides when the sides are mutually folded, 5 said box being intended for containing the confectionery.

26. A package according to any of claims 7-23, where the package comprises a sheet, said sheet being intended for rolling around the confectionery as a wrapping, and the sheet being provided with a first surface intended as an outer surface of the wrapping when the sheet is wrapped round the confectionery and a second surface intended as an inner surface when the sheet is wrapped around the confectionery.

27. Confectionery packaging (40) comprising at least one pocket (403; 9) for receipt of confectionery,

said at least pocket comprising at least one breakable sealing (405)

said packaging (40) comprising at least two sections (401, 402)

said at least two sections (401, 402) forming a part of further releasable sealing.

28. Confectionery packaging (40) according to claim 27, wherein said further releasable sealing (41, 42) comprising at least one releasable adhesive (404).

adapted for fastening the at least two sections (41, 42) in a folded position around said at least one pocket (403) in at least one closed position.

29. Confectionery packaging (40) according to claim 27 or 28, wherein said at least one breakable sealing (405) being releasable.

30. Confectionery packaging (40) according to any of the claims 27 or 29, wherein said at least one breakable sealing (405) being non-releasable.

31. Confectionery packaging (40) according to any of the claims 27 or 30, wherein said at least one pocket (403) being formed, preferably folded, by at least one first pocket section (4030) and at least one second pocket section (4031).

32. Confectionery packaging (40) according to any of the claims 27 or 31, wherein the at least one pocket (403) extending from an end of the packaging in its unfolded position towards the other end, and where said pocket comprising at least one opening (4032) is formed by the said by at least one first pocket section 4030, and where said at least one opening (4032) is mechanically stiffened by extending said at least one first pocket section (4030) beyond at least one folding line (4040) formed by said at least one first pocket section 4030, said at least one second pocket section (4031) and one of said at least two sections (41, 42).

33. Confectionery packaging (40) according to any of the claims 27 or 32, wherein

said packaging comprising at least one surface (401, 402, 403) adapted for advertisement and where said at least one surface at least one of said sections (401, 402 is visually

covered by at least one section of the packaging when the packaging is in its at least one folded position, and where said

said at least one surface is visible when the packaging is in at least one unfolded position.

34. Confectionery packaging (40) according to any of the claims 27 or 33, wherein said package comprising a polymer.